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aperture comprising [A] a diecut [transparent cellophane] window is formed in the front side 31, and a transparent cellophane layer is glued across the window to form a transparent cellophane window 16 [glued and] covering a data card 17. The data card 17 is of the type having [with] a front side 18, back side 19, magnetic stripe 20, width 22 (see FIG. 4 and FIG. 5). In the illustrated embodiment, p[P]erforations are shown on three sides of the packaging 10, including top side perforation 23, right side perforation 24, and bottom perforation 25, all to facilitate quick access to the data card 17 and the printed information on the inside of the VMP 30. The quick release of the bottom 25 perforated area of the VMP 30 reveals the magnetic stripe 20 on the bottom half of the back of the data card 17 that a retail sales clerk can pass through a magnetic reader at the point of a purchase and electronically verify and activate the encoded data and PIN 39 (see FIG. 4 and FIG. 5) on the data card 17. The PIN 39 on the data card is not valid until verified and activated thus increasing and protecting the security of the encoded data until purchased. The PIN 39 is not seen by anyone between manufacture and purchase, until a purchaser opens the packaging. When all the perforations, top side perforation 23, right side perforation 24, and bottom side perforation 25 of the VMP 30 are removed, the pack opens like a book (see FIG. 6) releasing the data card 17 and displaying an area of approximately 7.5" x 11" available for printed text such as telephone rate information, instructions for use, or advertisements applicable to the data card 17.

IN THE CLAIMS:

Please cancel claims 6, 12 and 15.

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5. (Once amended) A data card display package for displaying a data card having a magnetic stripe of encoded data and a confidential personal identification number (PIN) printed on a back side, and non-confidential data printed on a front side, said data card display package comprising:

an opaque paperboard backing having first and second sides, perforations in said

paperboard backing defining first and second side margins, and an aperture formed in said first side;

a transparent layer bonded to said first side and covering said aperture to form a display window;

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said first side being folded over said data card and onto said second side and bonded along said first and second side margins to secure said data card there between, the front side of the data card remaining visible through the display window and the confidential PIN number on the back side of the data card remaining masked from view by said backing;

whereby separation of said perforations in said paperboard backing permits the package to unfold.

7. (Once amended) The data card display package according to claim 5, wherein said aperture is a diecut window disposed in and bordered on three sides by said first side.

8. (Once amended) The data card display package according to claim 7, wherein said aperture is diecut into a peripheral edge of said first side.

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9. (Once amended) The data card display package according to claim 5, wherein said aperture is a diecut window fully disposed in and bordered on four sides by said first side.

10. (Once amended) The data card display package according to claim 9, wherein said aperture is diecut centrally in said first side.

11. (Once amended) The data card display package according to claim 7, wherein the first side of said backing is folded over the data card and onto the second side of said backing, and said first and second side margins are bonded around the data card to partially secure the data card therein, a portion of the first and second sides of said data card outwardly extending